1965

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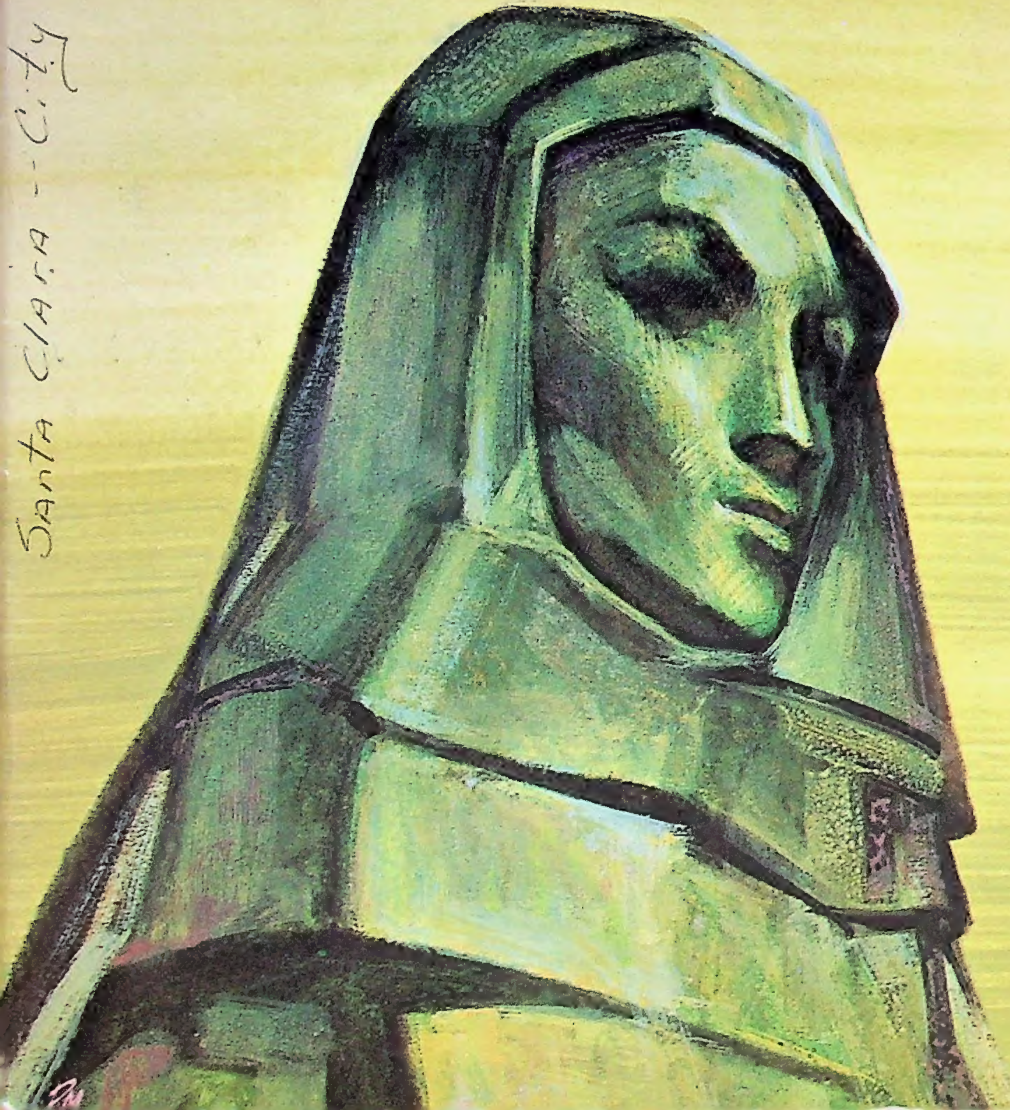
Santa Clara - City c.1

THE CITY OF SANTA CLARA INVITES INDUSTRY



THE CITY OF SANTA CLARA
CALIFORNIA

OFFICE of the MAYOR

1500 Warburton Ave.
244-1400

An introduction to Santa Clara

Gentlemen:

On behalf of our city, I want to express our appreciation for the interest you have shown in locating in Santa Clara. We assure you that you are most welcome.

We believe that ours is one of the most progressive cities in California. Within the last ten years we have undertaken the entire renewal of our downtown area, have developed a master plan to guide all future development, and have relocated the city offices in our beautiful new Civic Center. Today we look back with pride on our record of accomplishment and we look ahead to still greater progress.

Such progress is predicated on attracting new businesses and new industries to provide the products and services for our expanding population, to provide employment for our growing labor force, and to provide a fair measure of revenue for services to our citizens and for the maintenance and improvement of our city.

In addition to the help of the Industrial Citizens' Board who have created this booklet and who are anxious to assist you in every way possible, the City Council offers the full facilities of our City Staff. We hope one day soon we may welcome you personally.

Sincerely,

William A. Wilson, Jr.
Mayor

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THE CITY OF SANTA CLARA
CALIFORNIA

D.R. Von Raesfeld
City Manager

1500 Warburton Ave.
244-1400

An invitation to industry

Gentlemen:

I am grateful for the interest you have shown in the City of Santa Clara.

Our city offers a happy balance between industry, business, and pleasant living conditions. Santa Clara is not dominated by any one industry and thus our economy is one of stable, healthy growth. It is an environment that offers unusual advantages to all types of businesses.

To assist you in your study of Santa Clara, local industrial leaders with the cooperation of the Chamber of Commerce and the City of Santa Clara have created an Industrial Citizens' Board. These representatives are intimately familiar with the problems you face in relocation or new plant development. All are actively engaged in industry here and have been through similar experiences. They want to meet you and show you around personally, and I am sure you will find this to be a pleasant and rewarding experience.

I, too, want to meet you, and I promise the full cooperation of our City Staff to help you find an ideal location in our growing city.

Sincerely,

Donald R. Von Raesfeld
City Manager

c. 1

The Mission Church on the grounds of the University of Santa Clara.

HISTORICAL SANTA CLARA

On the campus of the University of Santa Clara stands the Mission which traces a rich Spanish heritage all the way back to 1777. When Washington crossed the Delaware, Fray Thomas Pena planted the first cross on the banks of the Guadalupe River to mark the Mission Santa Clara de Assis, the eighth in the Franciscan chain of coastal missions.

This mission developed into the largest in the chain and was the location of the first white settlement in the valley which was named after it. The area prospered under the Mission and became a vast grazing land for sheep and cattle. In 1851, the Jesuit Order established the University of Santa Clara. In 1856, Santa Clara was incorporated as a city. As more farmers were attracted to the lush green valley, the land was seeded with hay and grain, and the first orchards were planted. Later, food processing plants and wineries were established to handle the harvest. For many years, agriculture was the main industry.

At the beginning of World War II, when but 6,650 people lived in Santa Clara, the city was destined for explosive growth. In the period 1940 to 1965, population increased 12-fold to over 85,000 people. Families immigrated because of the

famed "Mediterranean" climate and job opportunities. Housing developments replaced orchards. New industries came and prospered. The City itself doubled its land area.

In the meantime, the city fathers were hard at work to insure that all future development in, and on the edges of the City, would be for the highest and best use following an orderly plan. As a result, Santa Clara is a well-planned city.

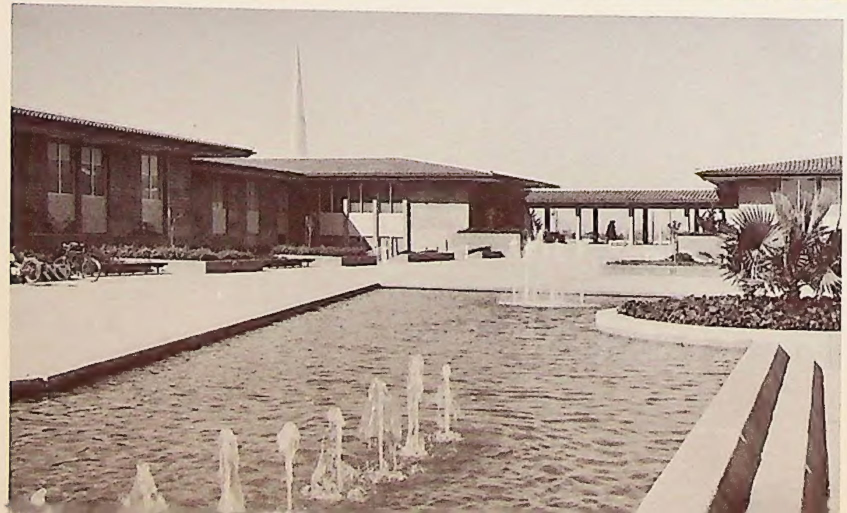
CONTEMPORARY SANTA CLARA

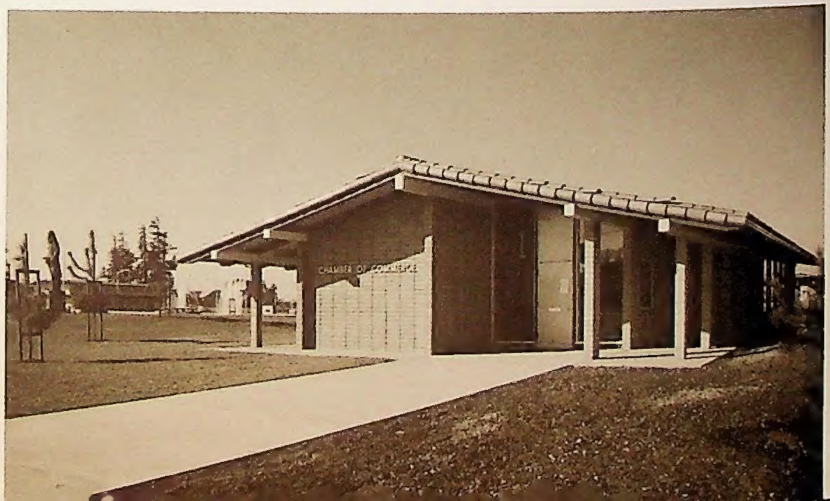
The Airport Park Office Building is a garden type structure built around a well-landscaped patio.

The Civic Center complex features mission style architecture, broad malls, and decorative pools.

The Crocker Citizens Bank followed rigid design specifications for renewed downtown development.

The Chamber of Commerce Building in the Civic Center is a focal point of business and industry.





It can be said that the City of Santa Clara is rapidly becoming one of the most modern in America for it is in the midst of a metamorphosis. A new downtown area is emerging from the redevelopment of the old city center. Gone are old downtown buildings with their false fronts. In their place will rise new structures of mission design with heavy tile roofs, massive beams, and earth brick exteriors.

This rebirth is a result of the General Plan created by professionals who have given Santa Clara a comprehensive long-range program for all land areas in the city. City Hall has been relocated a few blocks away in a beautiful new Civic Center complex, downtown land has been purchased and cleared for redevelopment, and many new buildings are now under construction.

Thus, in the midst of carefully preserved historical buildings and the campus of the University of Santa Clara, a whole new city is arising.

In the General Plan, residential, business, civic, and industrial areas are provided. The greatest potential for development lies in the lands which are situated adjacent to freeways and expressways. Much of this area has been reserved for industry.

This policy has led to the development of planned industrial communities, among which is the Airport Industrial Park which is said to be the finest in Northern California. Here, and in future such parks, strict architectural controls govern the construction and appearance of all structures. Landscaping regulations assure permanent beauty. Investments are protected, and owners, occupants and employees are proud of their environment.

The City of Santa Clara works very closely with the industrial community and with developers to assist with adequate planning and financing.

Santa Clara is geared for serving industry.

Benjamin H. Swig Residence Hall for Men under construction at the University of Santa Clara.

CONVENIENT SANTA CLARA

One of the primary reasons why new industry is locating in Santa Clara is its convenient location at the southernmost tip of San Francisco Bay at the apex of a triangle joining the three largest cities in Northern California. It is three miles west of San Jose, 46 miles south of San Francisco, and 44 miles south of Oakland.

Freeways head out in all directions from Santa Clara. Firms whose personnel use the highways on a portal-to-portal basis find great savings in merely being located in congestion-free Santa Clara.

Rail service is provided to all parts of the country by three major rail lines–Southern Pacific, Western Pacific and Santa Fe. Southern Pacific also provides daily passenger commuter service to San Francisco.

At the eastern edge of the city, less than five minutes from City Hall, is the newly modernized San Jose Airport with its magnificent new terminal and convenient parking. The landing systems are capable of handling the largest jet airliners.

Pacific Air Lines connects in all directions. SFO Helicopter Service provides 15 minute service to San Francisco and Oakland Airports. PSA has filed application for 727 jet commuter flights to Los Angeles, and at least one other major carrier is expected to provide competing service. Air freight services are available for the heaviest user.

The new $2 million Terminal Building serves the San Jose Municipal Airport.

40
4
24
50
21
N
El Cerrito
Albany
Richmond
Berkeley
Oakland
Alameda
San Leandro
Hayward
9
17
101
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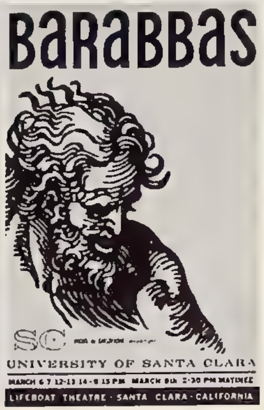
San Jose
SANTA CLARA
Sunnyvale
San Francisco Bay
San Francisco
101 1
1
82
5
San Carlos
Redwood City
Palo Alto
Mtn. View

CULTURAL SANTA CLARA

Conductor Richard Williams rehearses members of the Amici della Musica chamber orchestra.

Ballet is a new course taught in the Department of Arts at the University of Santa Clara.



Any city with such deep religious roots would be expected to have a rich cultural heritage. The University is a hub of such activity. The campus with its de Saisset Art Gallery and Museum is the scene of many exhibits, lectures and musical events.

The professional Santa Clara Philharmonic Orchestra gives four concerts each year with guest soloists. There are numerous amateur musical and theatrical groups, art and garden clubs which provide a wide variety of programs and opportunities for participation.

Santa Clara's new million dollar public library, designed by famed architect Edward Durrell Stone opened in 1966. The library system had 5,000 patrons in 1955. Today there are ten times that number!

Santa Clara County is well endowed with all types of cultural programs which are centered in the many universities, colleges and municipal facilities.

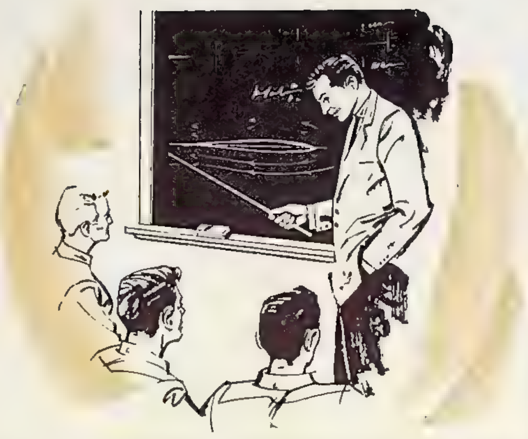
Opposite:
Architect Larry Madsen's sketch of the foyer of the new 400-seat theater soon to be built on the campus of the University of Santa Clara.

MADSEN

EDUCATION IN SANTA CLARA

Santa Clara schools are designed for indoor-outdoor activity all year round because of the mild climate.

The $1,800,000 Michel Orradre Library on the University campus has a capacity of 500,000 volumes.



Perhaps because it has long been a university town, Santa Clara takes education very seriously. Despite the tremendous increase in enrollment, up 298% in ten years, today there are sufficient fully-equipped classrooms to provide each student with a full day's schooling without double-session scheduling. The average elementary teacher has in excess of five years of college and university training and over ten years of teaching experience. Santa Clara employs 787 teachers, and applications outnumber openings for teachers fifteen to one.

Santa Clara now has 24 elementary schools with 14,133 students. Three parochial elementary schools have an enrollment of 1,611. The new St. Lawrence the Martyr Catholic Girls' High School will be completed in 1966. Its freshman class will enroll 100. Four public high schools enroll 5,700 students.

In California, most high school graduates go on to Junior Colleges in their districts without tuition charges. These institutions provide the first two years of college on a fully accredited basis, or provide two year terminal courses that fit students for immediate employment. Santa Clara students now attend West Valley Junior College in its temporary quarters in Campbell. By 1967, the first permanent campus of West Valley will be opened near the Bayshore Freeway in the city of Santa Clara.

The University of Santa Clara is the oldest private college in the state, established in 1851 by the Jesuits. It is a co-educational university offering undergraduate and graduate study in arts, humanities and sciences, and in engineering, business and law. It also has a teacher education division, and graduate divisions in arts and sciences, engineering, and business administration. The latter two courses are available also before or after the normal working day for the benefit of those employed full time. In addition, the law school has an evening division. A non-credit evening extension division, a six-week summer session, and the Management Development Center courses round out the University's program. At present, 2,568 undergraduate students and 2,214 graduate students are enrolled.

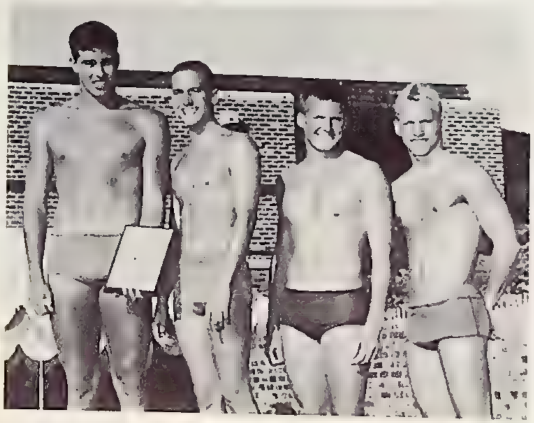
Santa Clara County is well endowed with universities and colleges. Stanford University, in nearby Palo Alto, offers Schools of Business Education, Law, Medicine, Engineering, and Earth Sciences. Extensive graduate work is carried on in all schools. In San Jose, over 19,000 students attend San Jose State College, a tax-supported institution with the primary responsibility of educating teachers and other school and college personnel. San Jose City College is a local junior college, as is the famed Foothill Junior College in Los Altos Hills. In 1967, the second campus of Foothill, DeAnza College, will receive students. Across the Santa Cruz Mountains, just 30 miles by freeway, the University of California — Santa Cruz opened in the fall of 1965 as the newest campus of the tuition-free State University System.

The educational environment that surrounds Santa Clara is a great asset for students of all ages. Adult under-graduate and graduate courses are offered by most institutions. Non-credit evening courses for adults are available at many high schools. This academic environment is also valuable to industry. Some of the finest library and laboratory facilities are easily accessible. Many great scientists and teachers are available for special projects. Personnel recruitment conditions are ideal.

Nobli Hall is a landmark which has graced the University campus for more than four decades.

RECREATION IN SANTA CLARA

The Santa Clara Swim Club team that broke the world Olympic record: (L to R) Ed Townsend, Nick Schoenmann, Steve Clark, and Don Schollander.



Within Santa Clara there are 20 parks and playgrounds with swimming pools, tennis and basketball courts. During the summer vacation, the city playground areas are supervised by trained recreational leaders who offer a complete program of games, crafts and many other activities for young and old. The Santa Clara Park System is comprised of 142 acres, including the recent addition of a 52 acre parcel near the center of the city for a major Central Park.

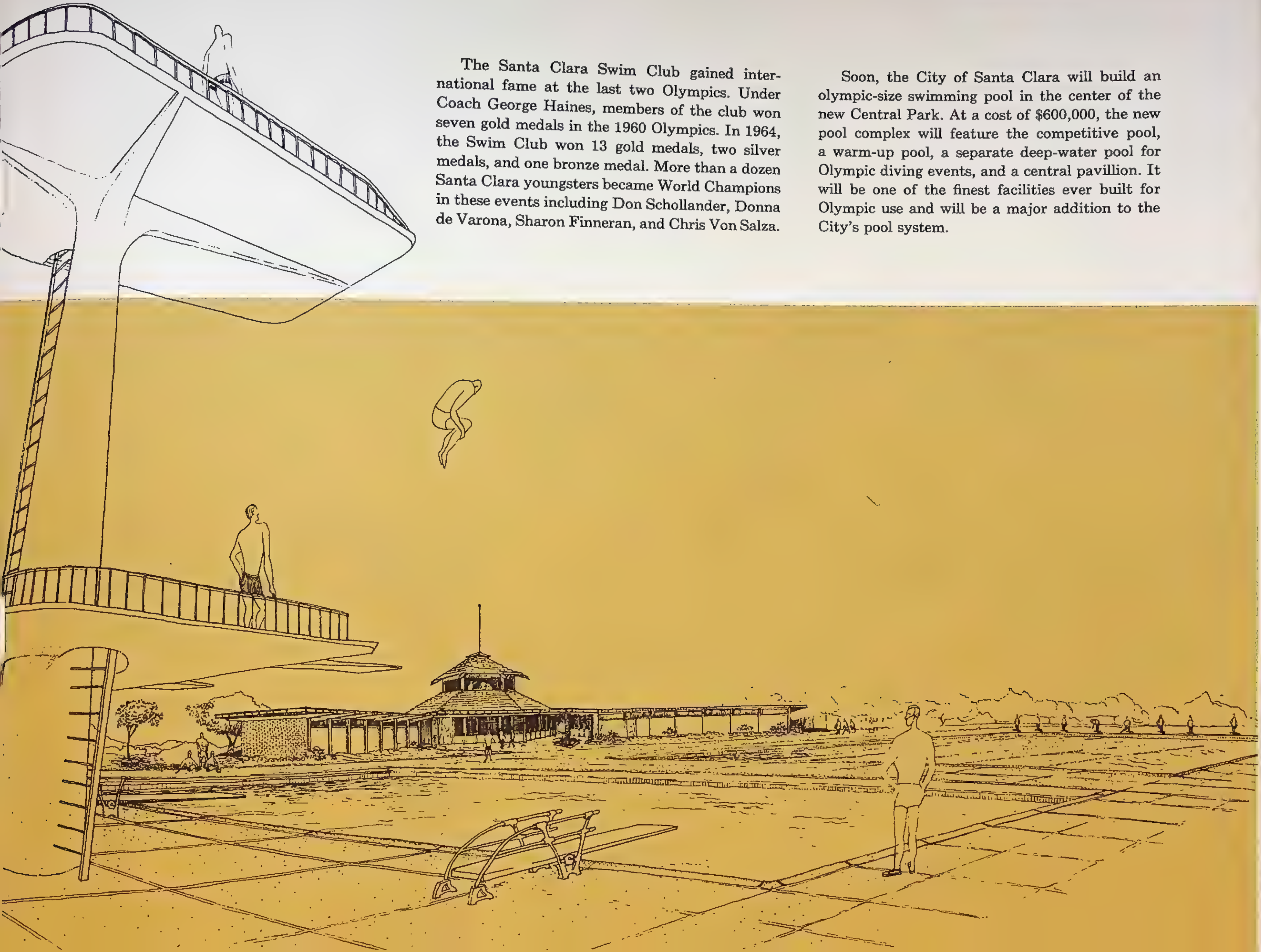
In addition to organized recreation, individual activities of all kinds are available. The Pacific Ocean, 32 miles to the west, provides excellent beaches with picnic and camping facilities provided in the State Park System. The surfing is good every month of the year. The Santa Cruz Mountains offer all types of camping and picnic facilities. Between 150 and 250 miles east are all types of winter sports facilities and the best skiing in the country. Skiing starts in November, ends in late April. In the spring and fall, it is not unusual to see cars with skis and cars with surfboards pass in opposite directions!

Golf is an all-year game in Santa Clara. Beautiful Fairway Glen is an 18-hole championship course. There are 19 public regulation golf courses in Santa Clara County including the championship Almaden course. Less than two hours drive distant are the world famous courses of the beautiful Monterey Peninsula.

Boating is another year-round sport. There are numerous nearby lakes, plus the entire San Francisco Bay. The Sacramento delta area, with over 1000 miles of waterways, is a paradise for fishermen, boat owners and water ski enthusiasts. Farther north, Lake Berryessa, Clear Lake and Shasta Lake have excellent facilities and hundreds of miles of shoreline.

The Santa Clara Swim Club gained international fame at the last two Olympics. Under Coach George Haines, members of the club won seven gold medals in the 1960 Olympics. In 1964, the Swim Club won 13 gold medals, two silver medals, and one bronze medal. More than a dozen Santa Clara youngsters became World Champions in these events including Don Schollander, Donna de Varona, Sharon Finneran, and Chris Von Salza.

Soon, the City of Santa Clara will build an olympic-size swimming pool in the center of the new Central Park. At a cost of $600,000, the new pool complex will feature the competitive pool, a warm-up pool, a separate deep-water pool for Olympic diving events, and a central pavillion. It will be one of the finest facilities ever built for Olympic use and will be a major addition to the City's pool system.



LIVING IN SANTA CLARA

Santa Clara is a delightful place to live. It is noted for its beautiful residential areas of medium size homes all nicely landscaped and well kept. Everything is located close to home. Schools are but a few blocks away. Shopping is convenient in the numerous neighborhood shopping centers or the huge centers with the most famous retail stores. Employment is just a few minutes from home. Santa Clara offers a happy medium between the best that either the big city or the small town have to offer.

The climate, of course, is Santa Clara's greatest asset. Winters are mild with only an occasional frost. Summers are never hot, and evenings are always cool. While it almost never rains in the summer months, the Santa Clara Valley is a lush green fed from an abundant underground water supply. This kind of weather sets an invigorating pace for work or play. In fact, people in Santa Clara take good weather so much for granted that any change becomes the prime topic of conversation!

WORKING IN
IN SANTA CLARA

Labor relations in Santa Clara and in the entire Santa Clara County are excellent. Most plants are unionized and the union leaders are local residents. They have a fine record of cooperation with local industry. Labor is also available in an extremely wide range of occupations because of the diversification of industry. The County has the second largest pool of scientists and engineers in the State. The electronics industry in the County has developed a tremendous number of skilled technicians. Construction and other industries have available an adequate supply of labor.

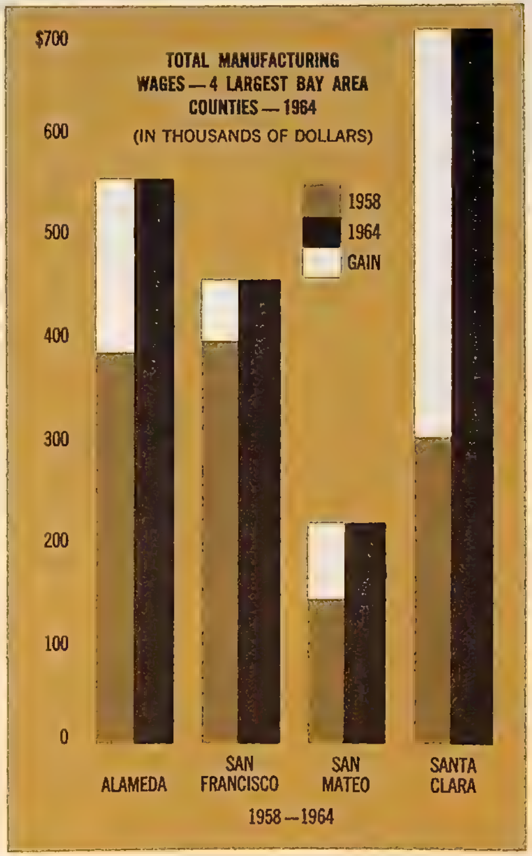
The labor pool is constantly expanding from decreasing agricultural activity, from new residents arriving daily, and from local schools and junior colleges where skills needed locally are taught. Graduates stay here to work because they want to live here. Any good worker who wants a job can find it in Santa Clara. Any employer who wants a good worker can find him in Santa Clara.

It is true that wage rates are lower in some other parts of the country. But in Santa Clara there is less absenteeism due to sickness or weather, or both. Thus productivity is higher. Happier, healthier people make better workers. Easy transportation to market is another prime advantage. In Santa Clara, because of its strategic location, it costs less to ship in raw materials and get finished products to market.

AVERAGE FACTORY EARNINGS
SANTA CLARA COUNTY

	WEEKLY	HOURLY
APRIL 1963	$114.76	$2.95
APRIL 1964	119.40	3.00
APRIL 1965	123.64	3.13

SOURCE: Calif. State Dept. of Employment



INDUSTRY IN SANTA CLARA

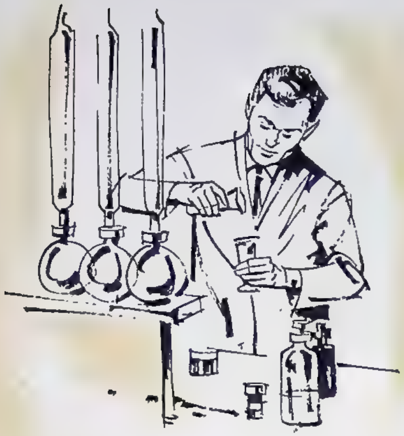
Well-known national companies now located in new buildings at the Airport Industrial Park: (L) Friden, Inc., Breuer Electric Manufacturing Co., (R) International Business Machines Corp., Atomic Products Division, General Electric Co.

"Santa Clara invites industry." This is a headline used in a Time Magazine advertising campaign. The invitation is sincere. The City respects industry as the major contributor to the economy and to a broad tax base. Never has the City offered any tax concessions. Rather, the policy is to tax in proportion to value, fairly and moderately. Significantly, taxes are actually lower in Santa Clara than in neighboring San Jose and Sunnyvale.

The City maintains a policy of financing capital improvements either with current income, or through general obligation and/or revenue bonds that are retired with City revenues rather than through special levies on property taxes. Where assessment district financing is required or requested, the City follows an established formula, applied uniformly, by which the property owners pay a certain percentage of the total frontage foot improvement cost and the City pays the remainder. Thus costs for new streets in industrial districts, for example, are shared by the City with property owners.

Utility costs, too, are lower in Santa Clara than in neighboring communities. The City owns its own electric distribution system and buys Federal power. The saving in rates for a user of 2 million KWH per month amounts to over $29,000 per year in Santa Clara as compared to rates in San Jose or Sunnyvale. Santa Clara also owns it own water system and charges industrial users 25% less than they would pay in these neighboring cities. The City also allows industry to sink its own wells subject to approval of use permits.

Despite lower taxes for industry, there is no compromise in the services provided by the City. The adequacy of fire protection is indicated by

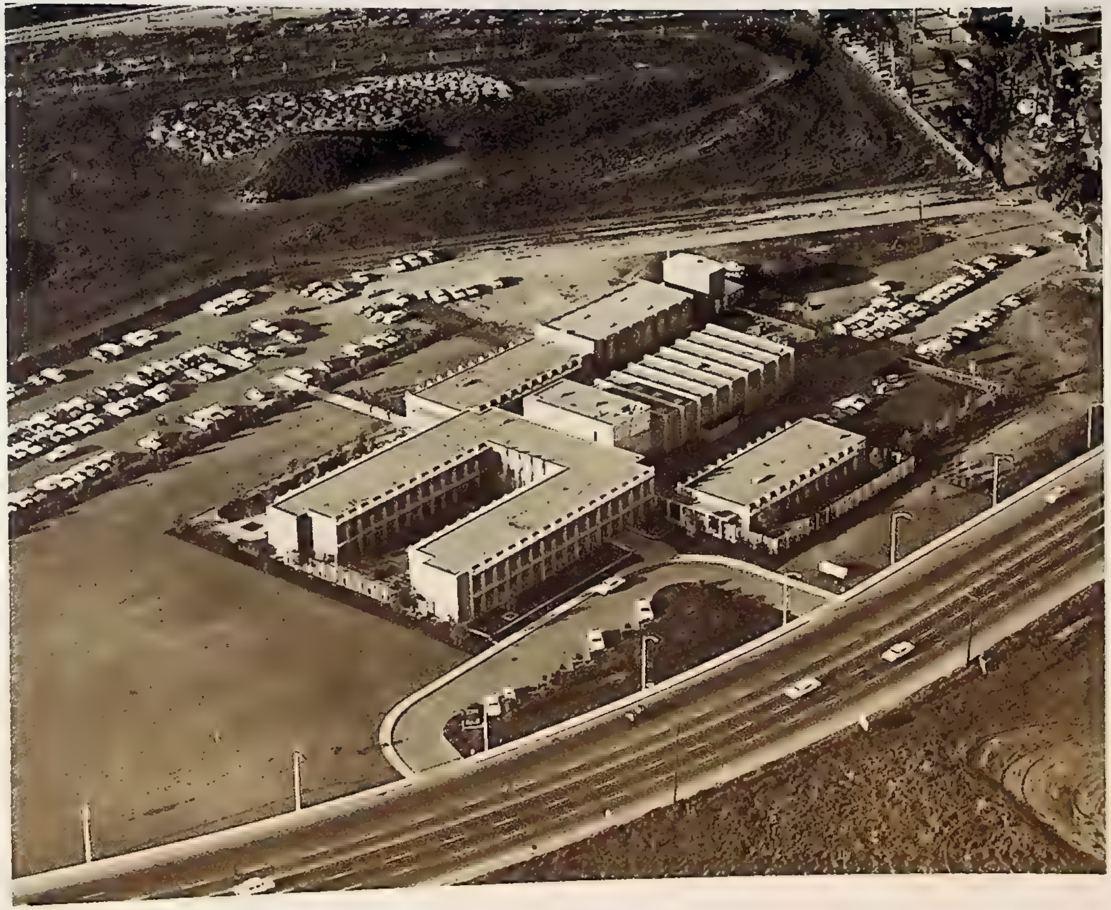


a Class 3 rating within the City. The utility systems boast the most modern supervisory control equipment to insure service without interruption. A new elevated water tank has recently been built in the industrial area to provide an additional eight hours of fire protection. This is a part of a $1.5 million water expansion program. Also recently completed is a $30 million water pollution control plant built jointly by Santa Clara and San Jose. Excellent police services have kept the crime rate historically low.

Medical facilities are also excellent. The Kaiser Foundation Hospital which opened in 1964 provides 158 beds and an expansion program is already underway. In nearby San Jose, 5 medical hospitals have 1,376 beds. In the County, 17 modern hospitals including Stanford Medical Center and El Camino Hospital offer a total of 5,015 beds.

Banking and lending services in Santa Clara are entirely adequate. All major California banks and Savings and Loan Associations have one or more branches in the City.

Airview of the FMC Corp., Central Engineering Laboratories.



PLANT SITES IN SANTA CLARA

Opposite: This airview looking north over the San Jose Airport shows the new Airport Industrial Park (red), the original industrial area (blue), new areas being developed (yellow) and areas planned for industrial uses (green) on either side of Highway 101, the Bayshore Freeway.

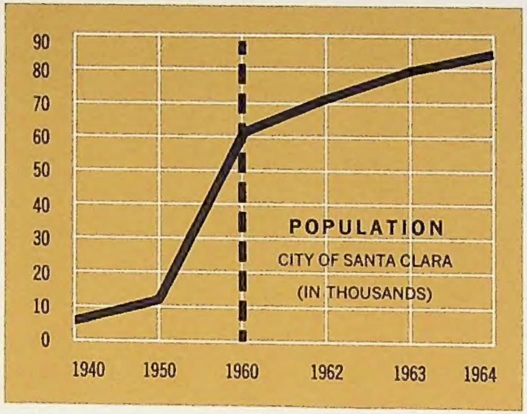
The General Plan for the City of Santa Clara has established a positive development policy with regard to overall land usage patterns. This policy is constantly followed as land is zoned and developed. Over 3,000 acres of prime undeveloped land adjacent to or near existing industrial sites have been reserved for use by industry.

Within the City there are 1,650 acres zoned for industry. About 55% is undeveloped and is available from one acre to 80 acres. There are numerous developed sites which include all improvements and are ready for immediate construction. Parcels in these planned developments range from one half to seven acres.

On the fringe of the City, in unincorporated County areas, there are another 1,500 acres yet to be annexed, all of which are reserved for industrial use under the General Plan. Thus, Santa Clara has plenty of room for expansion and this growth is planned in an orderly manner with maximum flexibility of land use.

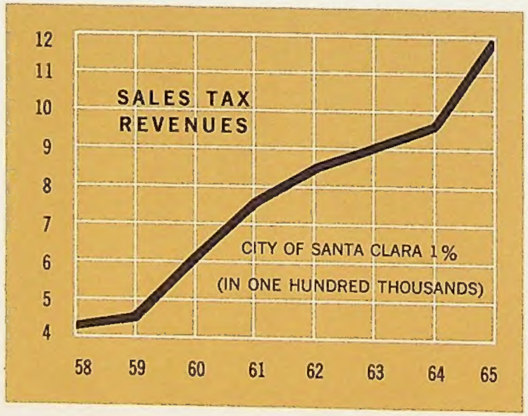
To protect investments and to assure permanent beauty, architectural controls have been effected by the City. In some areas, landscaping requirements complement the controls on building design and use of materials. In every case, these controls work to the distinct advantage of industry and the City as a whole. Santa Clara is an attractive location for industry.

OPPORTUNITY IN SANTA CLARA



YEAR	INCOME PER HOUSEHOLD	EFFECTIVE BUYING INCOME NET $
1953	$6141	$24,562,000
1954	6365	31,827,000
1960	7897	140,365,000
1961	7970	138,686,000
1962	8032	166,257,000
1963	8367	179,059,000
1964	8730	186,812,000

SOURCE: SALES MANAGEMENT SURVEY



Today, the population of Santa Clara is 85,000. Projections call for an increase to 115,000 by 1980. The population of the County is 910,000. By 1980 it is expected to reach 1,690,000. The population of the nine county Bay area is 4,635,000. By 1980 it is expected to reach 6,591,000.

By 1980, 25% of the people in the nation's most populous state will be living in the nine Bay counties region.

Herein lies great opportunity for those who provide all types of products and services for the consumer market, and for those who sell to producers. In this area also is a heavy concentration of space-science industries with continual expansion programs. Complementary service industries such as construction, banking, and transportation will parallel the market expansion. Perhaps nowhere in America is the challenge and the opportunity so great as in Santa Clara.

Economists look to Santa Clara to become the center of a megametropolis containing many of the metropolitan core facilities, with a new skyline of high-rise apartments, stores and cultural amenities. Today the opportunity exists to stake out a claim to be in the center of this exciting market. This is the invitation Santa Clara extends to industry.

THE INDUSTRIAL CITIZENS' BOARD

1515 El Camino Real,
P.O. Box 387
Santa Clara, California
Phone (408) 296-6863

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FMC Corporation

ANTHONY CONDOS
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Felton Aluminum Co.

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Santa Clara's Industrial Division Representative
Wallace H. Pike

Secretary—Santa Clara Chamber of Commerce
Edward P. Hart

Public Relations
John R. Doscher
John R. Doscher & Associates

WELCOME TO INDUSTRY

We of the Industrial Citizens' Board are members of industry in Santa Clara. We are dedicated to the orderly growth of our City, and we strive to maintain it as the finest industrial community in Northern California.

As proud as we are of our City today, we look forward to a quickening pace of dynamic development within the context of our General Plan. So our main purpose is to help you in every way possible to locate your business or plant in Santa Clara.

Our City government, too, is eager to be of assistance. You will find their cooperative attitude towards industry to be one of the great advantages of doing business in Santa Clara.

Write us and we will contact you immediately. Tell us when you will arrive and we will be happy to meet you, show you our fine City and introduce you to our City officials. It is our earnest hope that we may soon welcome your company as a new member of our community.

Sincerely,

W. J. Adams, Jr.
Chairman
Industrial Citizens' Board